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13 THE HONORABLE JOHN C. COUGHENOUR  
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UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF WASHINGTON  
AT SEATTLE

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

AMAZON.COM, INC.,

Defendant.

No. 2:14-CV-01038-JCC

**DECLARATION OF AARON RUBENSON  
IN SUPPORT OF AMAZON.COM, INC.'S  
RESPONSE TO FTC'S MOTION TO  
SEAL**

NOTED ON MOTION CALENDAR:  
Friday, June 26, 2015

Aaron Rubenson declares:

1. I am a Director of the Amazon Appstore and have been since July 2011. I make this declaration based upon personal knowledge as to which I am competent to testify.

2. I have reviewed the document that I understand was filed as Exhibit I to the FTC's Motion to Compel Discovery Responses. I am familiar with the document, dated July 2012, which is a confidential and proprietary internal Amazon PowerPoint presentation titled "In-App Purchasing Customer Refunds."

3. Exhibit I contains confidential and proprietary information about Amazon's data and practices relating to refunds of customers' in-app purchases. It includes confidential return-rate data for in-app purchases made through Amazon's Appstore; includes confidential sales information; and outlines proprietary, strategic proposals and plans for lowering refunds,

DECLARATION OF AARON RUBENSON  
(No. 2:14-CV-01038-JCC) – 1

24976-0374/LEGAL126668005.1

Perkins Coie LLP  
1201 Third Avenue, Suite 4900  
Seattle, WA 98101-3099  
Phone: 206.359.8000  
Fax: 206.359.9000

1 including future product and engineering solutions and customer-service education policies.  
2  
3 This is the type of information that Amazon takes care to keep confidential. When relevant to its  
4 operations, to maintain its competitive position, or to ensure customer satisfaction, Amazon  
5 analyzes data that it collects and maintains. The data and analysis contained in Exhibit I  
6 represent one example of this, and disclosure of the information contained in Exhibit I would  
7 likely result in competitive harm to Amazon.  
8  
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10 4. Amazon makes significant efforts to keep information like that in Exhibit I  
11 confidential. Those efforts include prohibiting distribution of such documents outside of  
12 Amazon, limiting the people within Amazon who may access such documents, and storing such  
13 documents in secure locations.  
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23 I declare under penalty of perjury that the foregoing is true and correct.  
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25 EXECUTED at SEATTLE, WA this 24<sup>th</sup> day of June, 2015.  
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Aaron Rubenson

DECLARATION OF AARON RUBENSON  
(No. 2:14-CV-01038-JCC)-2  
24976-0374/LEGAL126668005.1

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## CERTIFICATE OF SERVICE

I certify that on June 24, 2015, I electronically filed the foregoing Declaration of Aaron Rubenson In Support of Amazon's Response to FTC's Motion to Seal with the Clerk of the Court using the CM/ECF system, which will send notification of such filing to attorneys of record.

I certify under penalty of perjury that the foregoing is true and correct.

DATED this 24th day of June, 2015.

s/ David J. Burman

DECLARATION OF AARON RUBENSON  
(No. 2:14-CV-01038-JCC)-3  
24976-0374/L/LEGAL126668005.1

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